



SSE EXECUTIVE EDUCATION

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# Top-ranked executive programs for managers & leaders



2017

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# The world needs great leaders. Be one!

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What would the world look like if we only had great leaders? Leaders who were a positive force and made a real difference?

In this guide you'll discover our educational programs specifically tailored to executives and leaders – designed to meet every need, whether you work in the private or public sector, in a listed company or a start-up business.

Sweden's inclusive leadership style is increasingly being singled out for praise in the international arena. People see us as professional, entrepreneurial, open, innovative, approachable and, not least, beacons of sustainability – something that is set to be a critical factor for survival. Here at SSE Executive Education, we feel we should share some of the glory. We have been educating Sweden's top leaders since 1969. Plus the Financial Times has ranked us as the best in the Nordics and Baltic region for 17 consecutive years. We look forward to welcoming you, the next generation. One thing's for certain, you're going to be needed.



Anders Richtnér, CEO SSE Executive Education.

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## Why is executive education so important today?

Our changing world creates exciting new challenges. But also sleepless nights for managers and leaders.

Global politics and new technology are affecting us more than ever. Traditional organizational structures are being challenged by clusters and networks. And all the time, our organizations are becoming ever flatter and more flexible.

But what is the best way to develop, retrain and learn new skills? Is it enough to trust in consultants' analyses and ideas? Should you plough through management books and embrace the latest buzzwords?

Or should you trust in business experience, research, long-term visions and results?

## SSE Executive Education.

### First choice for the Financial Times.\*

SSE Executive Education and our network employ some of the most competent and experienced experts from Sweden and around the world. This means that we understand your challenges. You get to thoroughly examine them with knowledgeable experts and top business leaders, through practical exercises and leading-edge research. Our educational programs are based around you and your organization's particular reality, including key global factors.

We understand the importance of face-to-face meetings, which is why our participants meet up regularly throughout the program. Much of the personal development arises from exchanges of

experience and learning from leaders in other industries, who provide new and enriching perspectives. Not to mention new contacts. It is common for program alumni to continue networking for decades after coming to us.

With a strong international presence on all continents and close integration with the Stockholm School of Economics, we form a natural part of the nexus between research and tradition.

\* The Financial Times publishes an annual ranking of the world's best business schools offering management and leadership development programs.

## “Return on education.”

### Three steps that deliver results.

- 1. We identify the challenges and needs.**  
What challenges and opportunities do you and your organization face? How many people would benefit from executive education? Just one of you or more? Business-critical leadership development represents an important investment on the part of the participant and their organization, so it is vital to get all the right people involved.
- 2. We help you to formulate goals.**  
What do you want the educational program to achieve – in the short and long term? Clarifying what results you want to see makes it much easier for us to steer you in the right direction, and for those who enrol in the programs to focus on the right areas and objectives as they learn. We help you understand what you can expect and provide guidance based on our extensive experience.
- 3. We recommend a solution.**  
Once we have formulated the challenges and goals, we then match them to the right program for you and your organization. It may be that one or more of you attend an established open program, or that we customize a program specifically for your organization. A third option might be a consortium solution, which is a mix of the two.

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# Our program formats.

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## Open programs

Taking part in one of our open programs is a great option for many, particularly when it comes to developing an individual's management skills. We offer everything from General Management programs to short programs with a specialist focus. These programs are held at least once a year, bringing you into contact with skilled leaders from other industries, who share their experiences and provide you with new insights. Read more about our open programs on the following pages.

## Customized programs

Here we focus primarily on the challenges faced by the organization. If major change is required, then a major intervention is also needed. We identify focus areas and goals so that we can design a program together. The faster we act, the better, since the rules of the game can be so fluid. The programs are held at whatever venues and times suit you best

– whether you operate out of Stockholm, Shanghai or San Francisco.

## Consortium programs

This format combines the best of both worlds – an enriching and dynamic exchange of experiences between selected companies and organizations plus the opportunity to jointly influence the shape of the training program. Read more about our consortium programs on page 9.



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# Why choose SSE Executive Education?

You can choose our programs with confidence, based on our extensive experience, our quality standards and our vision of what executive education can do for you and your organization. Below are our most compelling reasons why SSE Executive Education is the best choice for you as a manager or leader.



## 1. Research-based insights

The academic faculty we work with are among the very best in their fields. This ensures that the knowledge and insights you attain are based on sound, cutting-edge research, not short-term trends. This provides immunity from fads and instills an academic approach that helps you to sift through all the models, tools and consultants' pitches.

## 2. Experience-based knowledge

For us, linking knowledge and experience is the key to success. With our programs, you get to meet leading experts and business leaders whose distinguished experience means they understand the challenges you face. You also get to meet your program colleagues regularly, with plenty of opportunities for valuable discussions and exchanges of experience.

## 3. Structured format with a common thread

Each of our programs has a dedicated Program Director who leads the teaching process and carefully nurtures your individual and group learning. Meanwhile, experienced coordinators help with all the practical details over the course of the program, so you can fully focus on absorbing, reflecting and learning new things.

## 4. You create lasting results quickly

We plan our executive programs so that you can put new knowledge into practice alongside your learning. This enables you to transplant your new knowledge into your organization at an early stage, so you can then reflect on the effects and tackle any challenges, together with our experts and your colleagues on the program.

## 5. A valuable network

The need for new perspectives, knowledge and good business contacts does not stop at the end of the program. As one of our alumni, you become a member of a fantastic international network of first-rate leaders, managers and experts. Our network gatherings and continued contact enable you to carry on developing and being inspired long into the future.

## 6. Core focus on your experiences and business challenges

We are no traditional school. Our educational process, "SSE Executive Education Live Learning", is rooted in your existing experience and knowledge. You are helped to understand your challenges better and reflect on new perspectives, while gaining the tools to manage change once you are back in your working environment.

Given our expertise and philosophy, we can confidently promise that choosing SSE Executive Education is a game-changing decision for you and your organization. Welcome!

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# Open programs

Our General Management programs give you a broad understanding of your field, based around the areas of business, management and leadership. Studying how these areas interact and influence each other delivers the insights you need in order to develop your organization. You will also find programs that focus more specifically on the areas of leadership, business development and business economics/finance. Programs are held in Swedish unless otherwise indicated.

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= Average rating from participants



= Content focus ( ● : Leadership ● : Management ● : Business )

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## General Management



### Executive Leadership Program (25 days)

Gain a holistic perspective on the mission of leadership, management and business development. Our most comprehensive management and leadership program. For managers at senior executive level in private-sector businesses or commercial enterprises in the public sector.



### Executive Management for Construction and Real Estate – SBL (20 days)

A management program focusing on the challenges faced by the construction and real estate sector. Highly relevant cases and exchanges of experience with other senior managers provide you with a full understanding of key challenges and opportunities. You also go away with the tools you need to make your business sustainable and competitive.



### Managing Professional Services (12 days)

A management program for businesses that offer knowledge-driven services of an advisory and consultative nature. Taking a holistic view of leadership, business development and management, you learn to establish strong customer relations and to attract and retain top talent.



### Executive Management Program for the Public Sector (15 days)

A management program for senior executives in the public sector. The program is rooted in the very particular circumstances of the public sector as regards general management, change management and operation management.



### Manager and Leader (12 days)

Ready for the next step? Become more confident in your role and develop your skills as a leader. Based on your daily operational challenges, the program integrates the three core perspectives of business, management and leadership.

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## Leadership



### Leadership through Personal Development (18 days)

Develop your personal leadership skills by gaining greater self-awareness and understanding of how other people perceive you. The program provides you with practical tools, backed by modern research, that will make you more confident in your leadership role.



### Project Management with Leadership in Focus (5 days)

Hone your project management skills and acquire the tools you need to create more effective work processes. The program is built around reality-based exercises and the particular conditions that characterize project-based work.



### Executive Mentoring Program

Find a mentor who understands your specific challenges. Our mentoring program runs for one year and combines one-to-one sessions with business-focused network gatherings and training.

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# Business Development & Business Economics/Finance



9.2  
/10

## **Executive Management Program (12 days)**

Enhance your own and your management team's ability to fully exploit the development opportunities open to your business. The program provides you with new insights into the links between strategy, value creation and organization.

8.7  
/10

## **Building Contractor's Master Class Diploma (20 days)**

This is the program for people who want to develop and improve their abilities as a general building contractor. Starting from the special conditions that define the construction and real estate industry, the program focuses on industry-specific competence, leadership and management.

8.6  
/10

## **Management Development Program for the Health Care Sector (12 days)**

Develop your knowledge of management, finance, organization and leadership in the health care sector. A management program that focuses on the specific opportunities and challenges in this sector. New perspectives and knowledge plus time for exchanges of experience and reflection.

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# Business Economics/Finance



N/A

## **Business Economics (8 days)**

A grounding in economic knowledge and concepts for people in senior positions. The program gives you a clearer understanding of the bigger picture, along with analysis tools and concepts that will help you to back up ideas and decisions with financial arguments.

9.5  
/10

## **Investment Analysis (5 days)**

An executive program for those who analyse and value companies and industries, or who use other people's analyses and want to become better at appraising these, and for those who want an in-depth understanding of how analysts and investors work.

N/A

## **Valuation and Corporate Finance (13 days)**

An in-depth program covering accounting, financial analysis, company valuation and corporate finance. Led by experienced instructors and researchers from the Stockholm School of Economics and their networks.

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# Other programs and courses.

We offer a range of short courses and longer programs – all firmly rooted in academic research as well as business experience.

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## Focused courses

### **Sustainability Executive Development (3 days)**

Create sustainable business strategies with great impact through better understanding and collaboration between sustainability managers and general managers.

### **Leading Digital Transformation (3 days)**

Equip yourself with sustainable strategies and techniques for leading your organization toward digital maturity. The course includes digital case studies, physical lectures, discussions and networking.

### **Leadership Communication (3 days)**

For managers at executive level who want to improve their ability to get their message across. You will improve your ability to effectively conduct discussions, and to motivate colleagues to embrace your organization's objectives.

### **Active and Effective Board Work (3 days)**

For those who wish to improve their expertise in corporate governance and be a more effective board member. You will become more secure in your role as a board member and make a better contribution to the competitiveness and profitability of the business.

### **Decoding X (12 days, in English)**

An interactive and exploratory educational program for managers and leaders who lead digital transformation. The program gives the participants the ability to decode the complex, fast-paced digital world of today and tomorrow.

### **Management Program for Senior Managers in Sport (9 days)**

A management program for senior managers and board members in sport-related businesses. Strong emphasis is placed on each participant's everyday reality, with a focus on strategy, finance, management and personal leadership.

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## Specialist programs

### **Programs in Insurance and Risk Management**

IFU is part of SSE Executive Education and Sweden's leading supplier of educational programs in the fields of Insurance and Risk Management. IFU's diploma courses set the gold standard with regard to level and focus. Find out more at [ifu.se](http://ifu.se)

### **Programs in Financial Economics**

These programs bring you into contact with some of Sweden's leading experts and researchers. We offer educational programs in the areas of portfolio management, risk management, financial analysis, company valuation and corporate finance. Find out more at [exedsse.se/branschprogram/finance/](http://exedsse.se/branschprogram/finance/)

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## Executive MBA

### **SSE MBA Executive Format (50 days)**

A degree program at the Stockholm School of Economics that is designed to give ambitious managers and top talent an opportunity to combine work and study. You will gain enhanced knowledge and skills in leading and developing businesses and organizations, as well as building a new, international network of contacts. Via our Live learning process, you will carry out projects that deliver immediate effects within your organization. More information about the SSE MBA Executive Format is available here: [www.hhs.se/en/Education/mba/](http://www.hhs.se/en/Education/mba/)

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# Consortium programs.

SSE Executive Education offers a number of consortium programs, a format based on long-standing collaboration with over 20 companies. Each program has a select and stable group of partner organizations that share our long-term view of structured executive and leadership development. The organizations are able to proactively influence program objectives and structure, and have a common interest in long-term and intimate exchanges of experience and networking with other companies and organizations. The organizations nominate a group of leaders to attend each round of consortium programs. Consortium programs are held in English unless otherwise indicated.

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8.3  
/10

## **Business Performance Diploma (18 days)**

A customized diploma program for experienced controllers who want to gain a competitive profile and advantage in operational management.

8.6  
/10

## **FEM – Executive Management Program (19 days)**

A program for executives who want to develop their skills in international business management, gain new perspectives on business development and build networks.

9.4  
/10

## **GEM – Joint Management Program (25 days, in Swedish)**

A development program for upper management and specialists who want to deepen their knowledge of business development and leadership for the future.

8.3  
/10

## **IMP – International Management Program (21 days)**

A program that develops you as a manager and leader in an international business context and readies you to lead multinational teams.

8.6  
/10

## **SPM – Strategic Procurement Management Program (15 days)**

A program for the development of an organization's strategic procurement through knowledge, new perspectives, tools and models that prepare you to challenge "business as usual".

8.6  
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## **TIO – International Executive Program (21 days)**

A program for senior executives who want to develop and strengthen their ability to do business in a global arena.

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## Do you need a customized program?

If you or your business is looking for something tailored to your specific needs, talk to us for more details. Contact details are at the back of this guide.

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### **Info meetings**

Our info meetings offer you a good insight into our various programs, plus an opportunity to meet the program team. Come along for more information on our open programs and guidance on which one to choose. The info meetings are held throughout the year on our campus on Sveavägen in Stockholm or online and are free of charge. Visit [exedsse.se](http://exedsse.se) for more details on upcoming meetings.

Find program info,  
dates, meetings  
and more at  
[exedsse.se/en](http://exedsse.se/en)

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# Campus.

In order to provide the environment that our educational methods demand, much of our executive education is conducted on our own campuses, either at Sveavägen 65 in central Stockholm or our Campus Kämpasten in Sigtuna, just 20 minutes from Arlanda.

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Stockholm School of Economics © Juliana Wiklund Photography



Campus Kämpasten

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## Reviews from our alumni.

*“Definitely exceeded expectations. It has been extremely high quality, packed with plenty of ‘new knowledge’, and I’m surprised at how much was new to everyone, whatever their position and previous experience.”*

Review of Executive Leadership Program, April 2016.  
**Edin Mehinovic, CEO, Geeks AB**

*“I’ve done programs like this before and I did wonder whether it would just be covering the same old ground – but those fears proved unfounded, and it felt great to get stuck in and learn all sorts of new things.”*

Review of Leadership through Personal Development, April 2016.  
**Anders Storm, CEO, Sivers IMA**

*“Gaining better self-awareness has helped me to understand other people instead of getting irritated by them. I have a better appreciation of other people’s needs, which has helped me to prepare for difficult discussions and implement them in a way that has been more ‘focused’ and effective than before.”*

Review of Leadership through Personal Development, April 2016.  
**Therese Jällbrink, Manager Commercial Operations, Stena Bulk AB**

*“What I got out of this was a great deal of joy and professional development, as well as an amazing number of light-bulb moments and useful tools. It has been really excellent.”*

Review of Leadership through Personal Development, April 2015.  
**Christina Bostedt, Communications Director, Equality Ombudsman**

*“I recently took on a new role that is extremely demanding. Having this program under my belt gives me confidence despite major challenges ahead.”*

Review of Manager and Leader, November 2015.  
**Gustav Hultman, IT Team Coach, TUI Nordic**

*“This is by far the best program I’ve participated in. So much of the industry is about fads and marketing. This feels genuinely rooted in the academic world and we’ve been able to examine and evaluate various phenomena and see the pros and cons of different perspectives.”*

Review of Management Development Program for the Health Care Sector, May 2017. Pehr Sandell, Unit Manager, SLSO – Forensic Mental Care Stockholm

*“An excellent program and a course that provided new insights into the role of a building contractor. I’d highly recommend it to anyone!”*

Review of Building Contractor’s Master Class Diploma, May 2015.  
**Pertti Heina, CEO, Egnahemsbolaget**

*“I’m changing all the time. EMPPS gave me tools and input. I appreciated the opportunity for us to get to know each other in small groups over an extended period. Along the way, I received feedback about myself and other people’s perspectives on areas where I had questions.”*

Review of Executive Management Program for the Public Sector, May 2014.  
**Anna-Karin Jakobsson, Municipal Chief Executive, Älvkarleby Municipality**

*“In the area of digitalization, I’ve gained whole new insights into the importance of adapting your business and always keeping up with developments.”*

Review of Executive Management Program, August 2016.  
**David Widlund, Marketing Manager, Värmlandstrafik AB**

*“One of the lecturers said: if we agree that resources are limited, we also have to agree that priorities must be made. If you don’t prioritise, someone else will. In every single module, the lecturers have raised issues that I encounter on a daily basis in my work as an operational manager.”*

Review of Management Development Program for the Health Care Sector, May 2017.  
**Corinne Pedroletti, Operational Manager Obstetrics, Sahlgrenska Hospital**



For questions or advice,  
please contact our program advisors  
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#### Open programs

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